Minutes from 6/23 POINT Board Meeting

1989

Attending: Stewart Brand, Doug Carlston, Bob Fuller, Paul Hawken, Huey Johnson, Kevin Kelly, Susan Frank.

1. Fundraising Materials

Susan reviewed current draft packet which was generally well received by selected outside critics. Response card could be personalized and future layout upgraded.

Paul felt the overall look needed some updating. If we're telling our audience something new, the graphics need to reflect a newer Whole Earth. The text also needs to reflect a new commitment to revitalize the Whole Earth venture and make it larger.

Board directed Susan to make changes for review at next Board meeting. Once approved, we print.

2. Fundraising Goal

Discussion about whether we should raise these funds for an endowment, for specific projects, or both.

Huey felt the stability of the magazine should be the priority, and funds should raised to cover operating expenses for WER first and then for an endowment.

Paul felt we should fund new Institute as well as an endowment. He felt the Institute could help reconfigure the organization, bringing new money, people and ideas to the Whole Earth venture. Insititue should be the focus, with WER and a variety of new projects under its umbrella.

Doug felt the endowment was essential for the long term health of Whole Earth. He suggested that we focus campaign on endowment, with project funding available for those who wanted their donation to go to specific area of interest.

Stewart felt the fundraising should create a capital base for the activities of the Institute. He liked idea of founders circle as way to bring new energy and ideas to Whole Earth.

3. Next Steps

Next meeting set for Wednesday, June 28th, 7:30 pm on Stewart's boat to continue conversation. Bob Fuller asked to chair meeting which he generously agreed to do.